

REMARKS

Claims 1-10 and 12-19 were pending, examined, and rejected. Claims 1-2, 4-5, and 12-14 have been amended. Claim 10 has been cancelled. Applicants respectfully request reconsideration and favorable action in this case.

Rejections under 35 U.S.C. § 103(a)

Claims 1-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Publication No. 2003/0177387, issued to Herz *et al.* ("Herz").

Claim 1 Claim 1 has been amended to recite more explicitly that the claimed method is operable to influence visual aspects of the manner in which the same web content is presented to different users based on different web content formats assigned to the users. See, e.g., [0025]-[0026] of the specification as published, U.S. Pat. App. Pub. No. 2005/0080667. The Examiner acknowledges that Herz is concerned with differences in web content that are influenced by the histories or profiles of different users. In contrast, claim 1 as amended is directed to an implementation in which different users may receive the same web content in visually different ways based on the web content formats assigned to the users.

Because the cited reference does not teach or suggest the elements of claim 1 as amended, Applicants respectfully request the Examiner to reconsider and withdraw the rejection.

Analogous arguments apply to independent claim 2 as amended and its dependent claims and to independent claim 14 as amended and its dependent claims.

CONCLUSION

Applicants believe this response includes a reply to each ground of objection and rejection. Applicants respectfully request reconsideration of the pending claims.

Fees for the RCE and the Extension are submitted with this response. If, however, the submitted fees are missing or insufficient, the Commissioner is hereby authorized to charge any fees necessary or credit any overpayment to Deposit Account No. 10-0096 of Jackson Walker L.L.P.

If there are any matters concerning this Application that may be cleared up in a telephone conversation, please contact Applicants' attorney at 512.236.2019.

Respectfully submitted,
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